

WHAT IS CLAIMED IS:

- 1 1. A system comprising:
 - 2 a content definition editor that receives a content definition;
 - 3 a data structure generator that produces a content data structure, the content data structure corresponding to the content definition;
 - 4 a content item editor that receives content item information , and provides the content item information for storage in the content data structure;
 - 5 a template editor that generates formatting information for the content item and stores the formatting information separately from the content items;
 - 6 a publisher that generates a formatted output for the content item based on the content item information and the formatting information.
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- 12 2. The system of claim 1, wherein the content definition comprises one or more data types and one or more parameters for each data type.
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- 15 3. The system of claim 2, wherein the content definition editor provides a blank content definition form to a user and receives the content definition from the user, and the data structure generator automatically produces the content data structure based on the content definition entered by the user.
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- 20 4. The system of claim 3, wherein the content item editor provides a content item form to a user, the form corresponding to the content data structure and accepting content items that correspond to the content data structure.
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- 24 5. The system of claim 3, wherein the content item and the formatting information are stored in separate databases.
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- 27 6. The system of claim 5, wherein the content items are stored in the same database as the formatting information.
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30 7. The system of claim 3, wherein the content definition editor permits the content data
31 structure to be changed after the content data structure has been created and after one or
32 more content items have been stored in the content data structure.

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34 8. The system of claim 3, wherein the content item editor is accessible through a naked web
35 browser.

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37 9. The system of claim 8, wherein the content item editor is accessible through a public
38 internet kiosk.

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40 10. The system of claim 3, wherein the content item editor is accessible through a personal
41 wireless device.

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43 11. The system of claim 1, wherein the content definition editor, the content item editor, and
44 the template editor are each accessible through a naked web browser.

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46 12. The system of claim 1, wherein the template editor comprises a file import module that
47 receives the formatting information and transforms the formatting information into a
48 form that is compatible with the system.

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50 13. The system of claim 1, further comprising a publication scheduler that controls when a
51 particular content item is published by the publisher according to a set of predetermined
52 publication criteria.

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54 14. The system of claim 13, wherein the publication criteria are generated automatically in
55 response to parameters that are accessed from outside the system.

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57 15. The system of claim 1, wherein the formatting information comprises extensible mark-up
58 language (XML) fragments.

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60 16. The system of claim 1, wherein the content item information refers to one or more
61 different content item, thereby producing one or more links between the content items.

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63 17. The system of claim 1, wherein the content item information is stored in multiple
64 databases and is consolidated by the publisher.

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66 18. A method comprising:
67 providing content definition parameters to a content definition editor;
68 producing a content data structure in a database corresponding to the content definition
69 parameters;

70 providing content item information to the content data structure, the content item
71 information representing an instance of content that corresponds to the content definition
72 parameters;

73 generating and storing formatting information separately from the content item
74 information;
75 publishing the content item information by combining the content item information with
76 the formatting information so as to present the content item information in a formatted
77 manner.

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79 19. The method of claim 18, further comprising providing a hyperlink between a first set of
80 content item information and a second set of content item information.

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82 20. The method of claim 18, wherein the content item information is provided over the
83 Internet by a user through a naked web browser.

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85 21. The method of claim 18, wherein the content item information is published over the
86 Internet to a user of a wireless handheld device.

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88 22. The method of claim 18, wherein all of the content item information for an instance is
89 stored in a single database table.

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91 23. The method of claim 22, wherein all of the content item information for a plurality of
92 instances is stored in a single database table.

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94 24. A method comprising: providing content definition information comprising content item
95 names and content item data types to a tabular form, (b) entering content item
96 information to an input form that corresponds to the content definition information, (c)
97 submitting the content item information to a database, and (d) publishing the content item
98 information to an electronic medium by combining the content item information with
99 content format information.

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101 25. A method comprising (a) accessing a naked web browser, (b) selecting a predefined
102 content definition, (c) entering content item information in a form that corresponds to the
103 content definition, (d) combining the content item information with a predefined template
104 to publish the content item information in a formatted manner.

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106 26. A computer-readable medium encoded with program code that when executed receives
107 content definition parameters, produces a content data structure in a database that
108 corresponds to the content definition parameters, receives content item information and
109 stores the content item information in the data structure, generates and stores formatting
110 information separately from the content item information, and publishes the content item
111 information by combining the content item information with the formatting information
112 so as to present the content item information in a formatted manner.